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AUTHOR Swann, Claire C., Ed.; Henderson, Stanley E., Ed.
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ABSTRACT

The 19 chapters of this book on college admissions are divided into six sections on: (1) perspectives and history, (2) the admissions officer, (3) understanding enrollment management, (4) admissions tools, (5) admissions programs, and (6) perspectives on the twenty-first century. The papers are: "Perspectives on Educational Reform" (Donald Stewart); "Perspectives on Admissions" (John Casteen); "A Historical View of an Admissions Dilemma: Seeking Quantity or Quality in the Student Body" (Stanley E. Henderson); "Admissions Officer: A Profession and a Career" (Claire C. Swann); "Competencies and Training" (Stanley E. Henderson); "Ethics and Sensitivity to Students" (Mary Lee Hoganson and Steven T. Syverson); "The Role of Professional Associations" (Wayne E. Becraft); "Strategic Enrollment Management" (Michael G. Dolence); "Research" (Linda M. Clement and Teresa M. Flannery); "The Development of a Marketing Plan" (James C. Blackburn); "Recruitment: Student Outreach Strategies" (Joyce E. Smith); "Applying Technological Tools" (David H. Stones); "Policies and Procedures" (M. Overton Phelps et al.); "Targeting Diversity" (Diana Guerrero); "International Students" (Clifford Sjogren); "Collegiate Telecounseling and Recruitment Videos" (Joe F. Head); "Admissions Partners on Campus" (Kathleen G. Plante); "Admissions Partners off Campus" (Tim Washburn); and "Students of the Future" (Greta S. Mack). Appendices include statements of professional practices and ethical standards, principles of good practice, admission decision options, and students rights and responsibilities. Also included is a glossary and a list of selected readings. (Individual papers contain references.) (DB)

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